

## CLAIMS

We claim:

1. A computer-implemented method of conducting promotions for an enterprise having multiple locations, the method comprising:
  - establishing a plurality of promotions, each promotion applying to one or more locations, at least one location having a plurality of applicable promotions;
  - responsive to qualifying patron activity associated with a location, generating entries for the patrons in each promotion that applies to the location;
  - and
  - drawing one or more winning entries from the patrons' entries associated with each promotion.
2. The method of claim 1, wherein a first promotion applies to a different set of locations than a second promotion.
3. The method of claim 1, wherein the drawing comprises selecting one or more winning entries for a promotion on multiple occasions.
4. The method of claim 1, wherein generating entries comprises applying a set of rules to the qualifying patron activity for each promotion.



1           5.     The method of claim 4, wherein each promotion's set of rules includes  
2 patron targeting rules, the patron targeting rules defining which patrons may earn entries  
3 in that promotion.

1           6.     The method of claim 1, further comprising:  
2           providing patrons with patron-specific information regarding their activity  
3           and general information regarding the promotions.

1           7.     The method of claim 1, further comprising:  
2           responsive to a request from a patron, activating entries associated with the  
3           patron,  
4           wherein the drawing comprises selecting a winning entry only from activated  
5           entries.

1           8.     The method of claim 7, wherein the request from a patron is received at a  
2 customer service interface located at one of the multiple locations.

1           9.     A method for conducting multiple promotions for an enterprise having  
2 multiple locations, each promotion applying to a set of locations, the method  
3 comprising:  
4           monitoring patron activity at each location;



for each promotion, generating qualifying entries based on the patron activity  
at only those locations to which the promotion applies;  
activating at least some of the qualifying entries in a promotion; and  
for each promotion, drawing a winning entry from the activated entries in the  
promotion.

10. The system of claim 9, wherein the activating is, at least in part,  
responsive to requests from patrons.

11. The system of claim 9, wherein the drawing comprises selecting on  
multiple occasions one or more winning entries for a promotion.

12. A computer-implemented method of conducting one or more promotions  
for an enterprise having a plurality of locations, each promotion applying to a set of  
locations, the method comprising:

monitoring patron activity at the plurality of locations;

generating entries in one or more promotions, the entries in each promotion

based on the patron activity at the locations to which the promotion

applies; and

for each promotion, conducting a drawing at a location to which the

promotion applies, wherein one or more winning entries are selected

from the entries in the promotion earned at any of the locations to

which the promotion applies.



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1           13.    The method of claim 12, further comprising:  
2                   for at least one promotion, conducting multiple drawings; and  
3                   in a promotion having multiple drawings, activating entries for each drawing,  
4                   wherein only entries activated for a particular drawing can be selected  
5                   in the drawing.

1           14.    The method of claim 13, wherein the activating entries is, at least in part,  
2 responsive to requests from patrons.

1           15.    An enterprise promotion system for simultaneously conducting multiple  
2 promotions for an enterprise at multiple locations, the system comprising:  
3                   a promotion database for storing rules associated with each of a plurality of  
4                   promotions;  
5                   a patron database for storing information regarding multiple patrons;  
6                   a maintenance module coupled to the promotion database and to the patron  
7                   database, the maintenance module adapted to receive data regarding  
8                   patron activity and, for any promotion that applies to the location  
9                   where the patron activity occurred, to create entries for the promotion  
10                  according to the rules therefor using the patron activity data; and  
11                  a drawing module coupled to the maintenance module for selecting for each  
12                  promotion one or more winning entries from the entries associated  
13                  with the promotion.



1           16.    The system of claim 15, further comprising:

2                   an activation module adapted to activate entries for each promotion, wherein  
3                           the drawing module selects winning entries for each promotion only  
4                           from the promotion's activated entries.

1           17.    The system of claim 16, wherein the activation module is adapted to

2           activate entries, at least in part, responsive to requests from patrons.

1           18.    The system of claim 15, further comprising:

2                   a customer service interface adapted to display patron-specific information  
3                           regarding a patron's activity and general information regarding the  
4                           promotions.

1           19.    The system of claim 15, further comprising:

2                   a server adapted to transmit over a computer network patron-specific  
3                           information regarding a patron's activity and general information  
4                           regarding the promotions.

1           20.    The system of claim 15, wherein the drawing module is adapted to select

2           one or more winning entries from the entries for a promotion on multiple occasions.



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1           21.    An enterprise promotions system for conducting multiple, simultaneous  
2 promotions for an enterprise having multiple locations, the system comprising:  
3           a patron activity interface adapted to monitor patron activity at a number of  
4           the locations and generate patron activity data based thereon;  
5           a management module adapted to generate qualifying entries based on the  
6           patron activity data, each qualifying entry associated with a patron  
7           and a promotion;  
8           an entry activation module adapted to activate at least some of the qualifying  
9           entries for each promotion; and  
10          a drawing module adapted to select a predetermined number of winning  
11          entries from the set of activated entries in each promotion.

1           22.    The system of claim 21, wherein a promotion has multiple drawings, the  
2 entry activation module is adapted to activate qualifying entries for each drawing, and  
3 the drawing module is adapted to select for each drawing a predetermined number of  
4 winning entries from the set of entries that have been activated for that drawing.

1           23.    The system of claim 21, further comprising:  
2           an entry activation interface adapted to receive requests to activate a patron's  
3           qualifying entries in a promotion, wherein the entry activation module  
4           is adapted to activate qualifying entries in response to the requests.